

THE REQUEST:

Cardinal Innovations Healthcare Solutions requested ZGM to develop an awareness campaign in the greater Charlotte metropolitan area. Having limited brand awareness, the positioning strategy was to educate the public about Cardinal Innovations, demystify Medicaid and reduce stigma of people with mental health issues, intellectual and developmental disabilities and those in recovery for substance use/addiction.

THE SOLUTION:

ZGM pitched a campaign based on the “reason” entities like Cardinal Innovations exist. We organized proprietary photography of those who benefit from their services. With a lush, regional feel, we brought a sense of warmth and emotion in order to capture the spirit of the organization. The integrated campaign included digital pre-roll, print, out of home, transit and radio. We allocated a digital roll - out as 49% mobile, 29% YouTube and 22% video.

THE RESULTS:

Avg of 3% click through on overall impressions. YouTube garnered 114,600 impressions with 25,000 dedicated views. Healthgrades garnered the most impressions in targeted digital with gogomix coming in second. Optimizations and reallocations throughout were instrumental in gaining these results.



Cardinal Innovations Healthcare continued

STRATEGY FOR COMMUNICATION PLATFORMS

Cardinal Innovations has three distinct audience segments. In addition, the business model is rather complex. We also had to consider heavily that Cardinal Innovations was moving forward quickly in terms of growth. With plans to acquire entities with similar services and other strategic growth plans, it was imperative to create appropriate communication platforms that resonated with each audience.

Audience 1- Internal Stakeholders/Current and New Employees

A striking campaign “Embrace the Future” was developed to bring excitement to what lies ahead with each merger/acquisition and also to reassure audiences. This internal campaign resulted in the utilization of striking visual assets such as banners, brochures, digital media and more.



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Embrace the Future resonated so well with current and new employees that Cardinal Innovations is now considering it as the potential new “brand theme.” The company’s highly innovative approach aligns completely with the future of managed care.

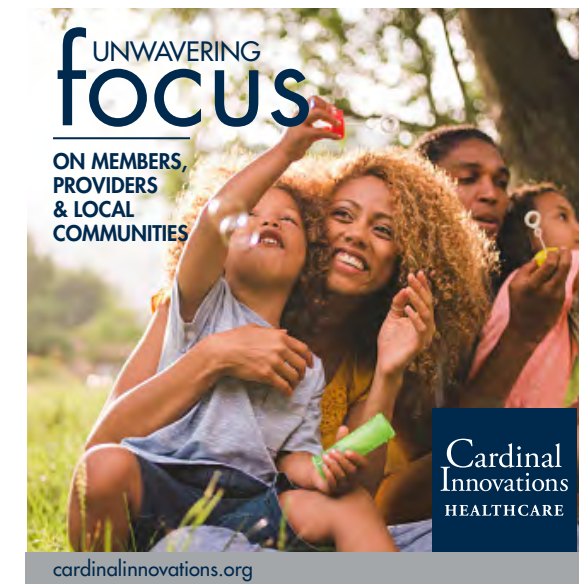
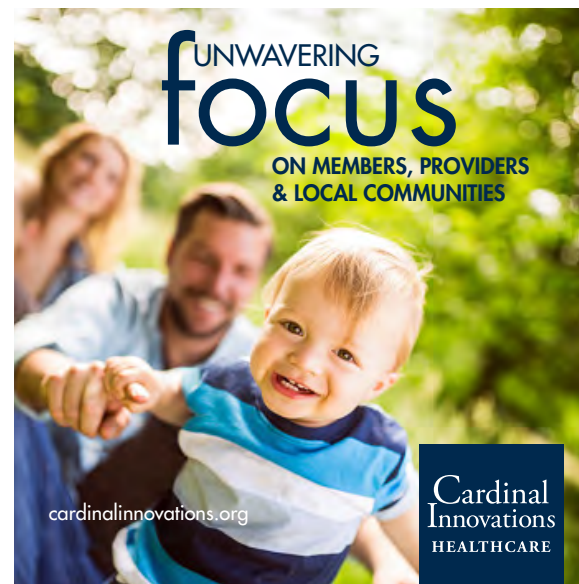


Cardinal Innovations Healthcare continued

STRATEGY FOR COMMUNICATION PLATFORMS

Audience 2 - Community/Members

We utilized a very warm approach with smiling faces to develop a campaign for local publications in the communities Cardinal Innovations serves. The theme “Unwavering Focus” was devised to communicate the level of commitment and concentration the entity has towards its community and members. This ad campaign with multiple images currently runs in many static and digital platforms for consumers.



Cardinal Innovations Healthcare continued

STRATEGY FOR COMMUNICATION PLATFORMS

Audience 3 - External Stakeholders/ Government

As a rapidly growing organization that manages government funds, communications with this audience are extremely important. We created materials that would speak to this audience as if they were investors. Building and maintaining credibility are paramount in these types of communication platforms. We utilized white space and powerful photography to give a sense of power to the company and instill confidence as politics remain an integral discussion in the company's discourse.

LET'S navigate

Cardinal Innovations HEALTHCARE

who we are

As the county's largest specialty health plan, Cardinal Innovations Healthcare serves 875,000 individuals with complex needs who are Medicaid eligible or uninsured throughout North Carolina. Our personalized approach to managing mental health, intellectual and developmental disability and substance use disorder (MH/IDD/SUD) benefits is designed to further empower the individuals we serve.

Our community-based model of managed care is designed to encourage natural interactions between our members, local providers and stakeholders. Through person-centered planning philosophies that incorporate both social supports and healthcare services, we are able to better meet the individual needs of our members.

Cardinal Innovations has a 40-year history of managing community services for people with MH/IDD/SUD conditions. We are proud of our more than 10-year track record of proven success in the operation of a Medicaid Managed Care waiver. We have redefined Managed Care through our personalized approach to further empower individuals. Our track record includes significant savings to taxpayers, positive member outcomes and investment in additional services for the people and the communities we serve. The North Carolina General Assembly endorsed our model as the basis for the statewide expansion of the Medicaid Managed Care waiver.

FACILITATING clarity

Cardinal Innovations Healthcare continued




OTHER CREATIVE ASSETS

Brand Standards Guide

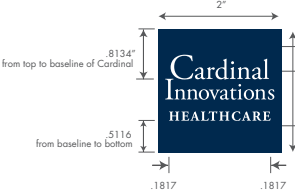
ZGM has developed dozens of these over the years. Brand guides are critical in maintaining the integrity of the brand and its usage across multiple platforms and in press relations. A well - developed guide establishes a very buttoned down tone for all collaterals, static and digital assets, etc.

COLOR PALETTE

Every brand has a color palette. The primary colors are derived from the logo and the secondary color is chosen as an accent to the primary colors. They are assigned for consistency in all Cardinal Innovations Healthcare materials. PLEASE NOTE: Photoshop, Illustrator and InDesign vary with automatically switching from RGB and CMYK. Values need to be manually entered.


Primary		Secondary
		
PMS 540	PMS Cool Gray 6	PMS Process Cyan
C - 100 M - 57 Y - 12 K - 66	C - 16 M - 11 Y - 11 K - 27	C - 100 M - 0 Y - 0 K - 0
R - G - 48 B - 187	R - 167 G - 168 B - 170	R - 0 G - 159 B - 223
#003057	#A7A8AA	#009FDF

CARDINAL INNOVATIONS HEALTHCARE LOGO



Primary Logo

- PMS 540
- Adobe Garamond Pro Regular White (Reversed)
- Adobe Garamond Pro Bold White (Reversed)



Secondary Logo

- PMS 540
- White Outline Box (Reversed), 1pt stroke
- Adobe Garamond Pro Regular White (Reversed)
- Adobe Garamond Pro Bold White (Reversed)

IDENTITY SUITE



Sample Correspondence Layout with Margins, Spacing & Notes